

REMARKS

Claims 1-9, 11-20, and 22 remain in the application with claims 1, 11, 12 and 22 having been amended hereby. Claims 10 and 21 have been canceled hereby.

Reconsideration is respectfully requested of the rejection of claims 1-9, 11-20, and 22 under 35 U.S.C. 103(a), as being unpatentable over von Rosen et al. (US 6,493,677) in view of Weder (US 6,444,072).

Independent claim 1 relates to a merchandise order receiving system wherein a plurality of communication terminals order merchandise through a first network. The system comprises an order controlling apparatus connected with the plurality of communication terminals through the network for receiving an order of merchandise from the plurality of communication terminals. An image storing apparatus is connected with the order controlling apparatus through a second network different from the first network. The image storing apparatus stores character information and/or image information as image data. A charging and settlement apparatus is connected with the plurality of communication terminals through the first network and performs charging and settlement of the ordered merchandise. An order receiving apparatus is connected to the order controlling apparatus through the second network and receives an order of shipping of the merchandise through the second network.

The shipping is ordered to the order controlling apparatus by the plurality of communication terminals through the first network according to the charging and settlement performed by the charging and settlement apparatus. A print out apparatus connected to the order controlling apparatus through the second network prints the image data supplied from the image storing apparatus through the second network in a form of one of a hologram and holographic stereogram as printed matter. A merchandise assembling apparatus is connected to the order controlling apparatus through the second network, for incorporating the printed matter in the merchandise to assemble assembled merchandise as final shipping goods. A shipping terminal is connected to the order controlling apparatus through the second network and performs shipping processing of the assembled merchandise assembled by the merchandise assembling apparatus. The plurality of communication terminals respectively designates a desired character and/or a desired image at a time of an order of the merchandise. The image data corresponding to the character information and/or the image information is designated by each of the plurality of communication terminals and are supplied to the print out apparatus from the image storing apparatus through the second network. The print out apparatus prints the supplied image data to output the printed matter. The merchandise order receiving system further comprises an image processing apparatus

for performing prescribed processing to image data supplied from the image storing apparatus through the second network. The image processing apparatus generates a preview image for performing preview display of a series of images similar to one of a reproduced image of a hologram and a holographic stereogram incorporated in the merchandise as the printed mater. The series of images corresponds to views of the one of a hologram and the holographic stereogram observed at different viewing angles.

Von Rosen et al. relates to a method and apparatus for creating and ordering personalized branded merchandise over a computer network.

Weder relates to processes for producing decorative holographic material. The holographic image is formed on a polished, substantially smooth surface of a printing element and then transferred to a substrate.

Neither von Rosen et al. nor Weder, alone or in combination, teach or suggest that a merchandise order receiving system further comprises an image processing apparatus for performing prescribed processing to image data supplied from said image storing apparatus through a second network. The image processing apparatus generating a preview image for performing preview display of a series of images similar to one of a reproduced image of a hologram and a holographic stereogram incorporated in

the merchandise as the printed mater. The series of images corresponding to views of the one of a hologram and the holographic stereogram observed at different viewing angles. These claim limitations appearing in all claims of the present invention.

Literal support for the Amendments may be found, for example, in original claims 10 and 21 and the last page (page 49) of the original specification, lines 15 - 25.

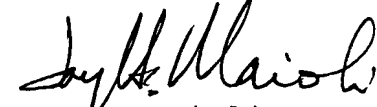
Therefore, by reason of the amendments made to the claims hereby, as well as the above remarks, it is respectfully submitted that merchandise order receiving system and merchandise order receiving method, as taught by the present invention and as recited in the amended claims, is neither shown nor suggested in the cited references.

The references cited as of interest have been reviewed and are not seen to show or suggest the present invention as recited in the amended claims.

Favorable reconsideration is earnestly solicited.

Respectfully submitted,

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